

Cannes Cyber, Outdoor, Radio Lions jury heads announced

LONDON, UK: Three industry leaders - Nick Law, Olivier Altmann and Eugene Cheong - will take the positions of Cyber, Outdoor and Radio Lions jury presidents at this year's Cannes Lions International Festival of Creativity.



Nick Law.

Nick Law, R/GA's EVP and chief creative officer, North America, will lead the Cyber Lions jury to award the best work in online digital communications.

Law is responsible for the overall creative vision of R/GA. In this role, he guides creative teams consisting of visual designers, copywriters, and interaction designers, working in close collaboration. He ensures that the agency stays true to its legacy of world-class creative and groundbreaking innovation. Law has reputedly won every major international award and has been widely published in the United States, the United Kingdom, and Asia-Pacific.

Chairing the Outdoor Lions jury is Olivier Altmann, chief creative officer of Publicis Worldwide and member of the Worldwide Executive Committee since 2009. Altmann drives the network's creative force and works closely with their internationally-aligned clients. Under his leadership, Publicis is ranked Europe's second most creative network (Eurobest 2010), the second most creative network in Asia (Media), and Agency of the Year in France, Australia, and Brazil. Altmann, winner of two Grands Prix at Eurobest, has previously judged at Cannes Lions, D&AD and The Clio Awards as well as chairing twice at Eurobest.



Olivier Altmann.

"Despite being maybe the oldest media of all time, think back to the cavemen drawings, Outdoor remains one the most powerful ways to communicate to the masses as it is truly public. If you remember previous Cannes Lions winners (*The Zimbabwean* 'Trillion Dollar Billboard', The Becks Beer, The Andes 'Teletransporter', and so on) it can also be a much more interactive and innovative medium than one could imagine," said Altmann.



Eugene Cheong.

Eugene Cheong, regional executive creative director of Ogilvy Asia Pacific, appointed Radio Lions jury president, is claimed to be Asia's most-awarded copywriter and creative director, winning more Gold Cannes Lions and Gold One Show Pencils than anyone else in Asia. Cheong is one of a handful of creative pioneers who, in the mid 1980s, set in motion what is widely known in the industry as the "Asian Creative Revolution", which began in the iconic Ogilvy Singapore agency, before spreading north to Hong Kong, Thailand and India.

In 2009, he was elected to the Ogilvy Worldwide Board and Ogilvy Worldwide Creative Council.

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